

Welcome to the workshop: „Presentation Techniques“

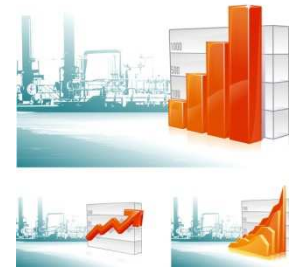
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What is a presentation?

Personal demonstration of:

- **Results**
(Research results, statistics, sales figures, information/data...)
- **Ideas, concepts**
(also at universities, public live)
- **Products**
(material goods, services, mainly in profession and free economy)



Presentation

To present means to bring something to stage.

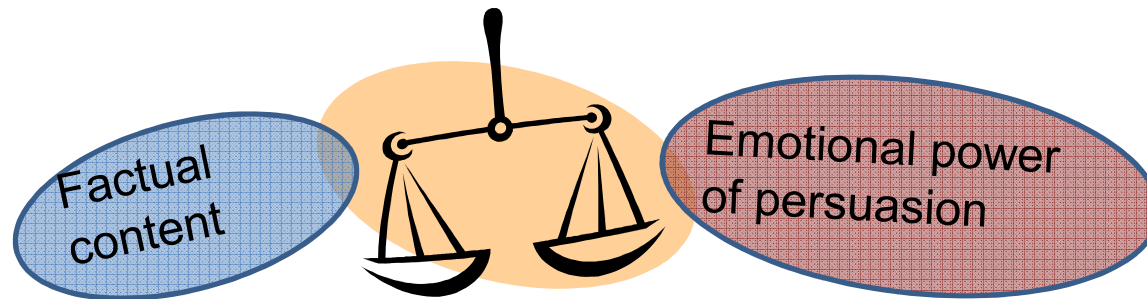
You are the actor.

The mediums are your props.



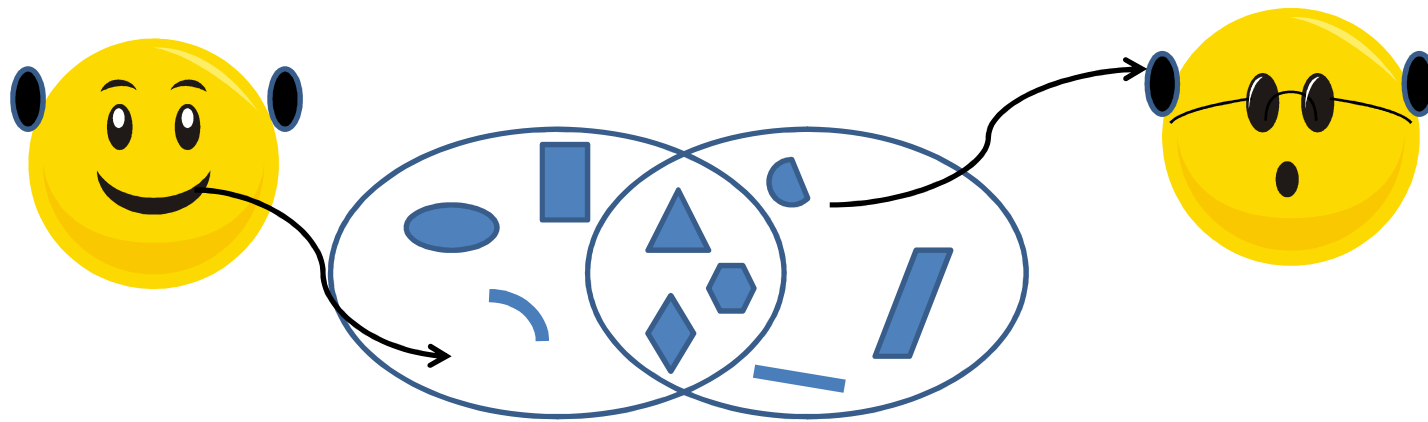
The presentation room is your stage.

Base for a successful presentation:



What reaches the listeners?

- The dilemma between transmitter and receiver



Ways to receive information

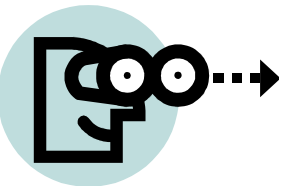
People remember, what they



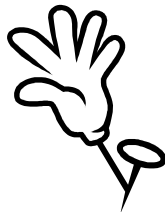
read 10%



hear 20%



see 30%



self doing 90%

read & hear 70%

Speaking is different to writing

- In speech the listener can't repeat or pause
- The speed of receiving information is determined by the speaker -> slowly understanding is impossible
- Definitions, abbreviations, ... can't be looked up in a dictionary
- Wording can't bring to perfection, sentence shape isn't spontaneous
- The speaker has to keep the attention of his listeners

Rules for presentations in comparison to a paper

- Brief **sentences** 
- Less **abbreviations** 
- More **pictures** 
- More **explanations** 
- More **redundance** 
- More **verbs** 

Typical kinds of scientific lectures

- Short lecture

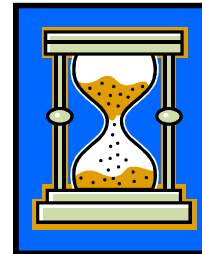
based on a single (scientific) result



Typ. 15 min

- Normal lecture

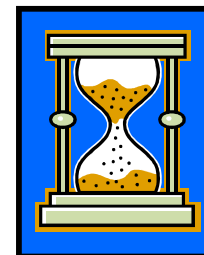
often held on invitation, to give an overview about area of expertise, information about actual problems, projections into future



Typ. 30...45 min

- Poster conference

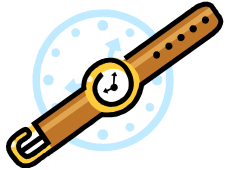
At conventions, gives all participants the opportunity to present their original work



**Typ. 15 min
+ individual
discussion**

often follow very serious expert-discussions than in a short lecture

Hitlist of the typical mistakes at scientific presentations -1



- Timeout



- Bad preparation, no logical continuous line



- Misjudgement of the interest of the listeners



- To take a reading

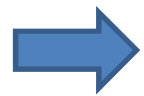


- No possibility to get again in for a listener, who lost the thread

Hitlist of the typical mistakes at scientific presentations -2

- Unreadable or overloaded slides
- Abbreviations, technical terms, curves or symbols are insufficient or not explained
- Deficient introduction

Conclusion:



Present content so condensed, that time is adequate

Typical difficulties of speakers

- Bad beginning of the lecture
- Keep time budget (starts with planning the presentation)
- Stage fright
- Kind of visualisation of train of thoughts/ results
- Personal distractions
- Thinking while speaking
- Fear of discussions

Impression instruments of a successful presentation

